

ADMINISTRATIVE-INTERNAL USE ONLY

PERS 77-2828

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DD/A Registry
77-4825

26 AUG 1977

MEMORANDUM FOR: Acting Deputy Director for Administration

STATINTL
FROM : [REDACTED]
Acting Director of Personnel

SUBJECT : Educational Aid Fund Solicitation

1. In our recent discussions concerning procedures for our 1977-78 fund drive, Mr. Bill Schaeffler, newly appointed Director of the Combined Federal Campaign (CFC), inquired about the Agency's Educational Aid Fund (EAF). He was specifically concerned that the EAF drive was being conducted concurrently with the CFC and stated that this practice was in contravention to the rules for the CFC as outlined in the Civil Service Commission's manual - Fund Raising Within the Federal Service. Mr. Schaeffler also stated that representatives from other agencies have complained that the CIA is able to conduct its CFC and EAF drives together because the Agency uses its own pledge cards and does not report total employee strength count. We acknowledged to Mr. Schaeffler that this was our procedure last year and would probably be the same this year. We also informed him that we follow the Executive Order 10927, Section 3 (copy attached), as cited in the Federal Personnel Manual. Mr. Schaeffler suggested that we obtain a copy of the CSC manual for guidance and adjust our procedure at the earliest opportunity.

2. After careful review of the CSC manual, we informed Mrs. Sharon Stewart, Mr. Schaeffler's assistant, that we were unable to identify a specific rule that prohibited our conducting the CFC and EAF drives simultaneously. Later Mrs. Stewart informed us that she had discussed our position with Mr. Schaeffler and Mrs. Margaret Davis, the Civil Service Commission's Coordinator to the CFC, and they both acknowledged that the manual did not specifically prohibit an agency from conducting a member employee benefit drive concurrently with the CFC drive. However, Mrs. Stewart conveyed the sentiments of both Mrs. Davis and Mr. Schaeffler that the Agency's procedure was not in keeping with the spirit of the CFC program, and added that they would like for us to schedule our EAF drive

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separately from the CFC. We informed Mrs. Stewart that these comments would be brought to the attention of appropriate Agency officials.

3. We are advised that CFC Headquarters has selected 14 September 1977, to be the official "kick-off" date for the CFC fund drive. We plan to conduct our CFC/EAF drive during the period of 19 September to 18 November. While it would be possible at this late date to reschedule our EAF drive, we believe it would be more practical to continue with our present plans.

4. In view of the nature of the CFC Headquarters' comments and the authorization outlined in Executive Order 10927, Section 3, it is recommended that you concur in our plans to continue the CFC and EAF program concurrently.

[REDACTED]

STATINTL

Att

STATINTL

CONCUR:

Acting Deputy Director for Administration

* 29 AUG 1977

Date

Distribution:

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* Let's review this next year to see if all the same reasoning applies.

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Executive Order 10927

Abolishing the President's Committee on Fund-Raising Within the Federal Service and Providing for the Conduct of Fund-Raising Activities

By virtue of the authority vested in me as President of the United States, it is ordered as follows:

Section 1. The President's Committee on Fund-Raising Within the Federal Service, established by Executive Order No. 10728 of September 6, 1957, is hereby abolished, and that order is hereby revoked.

Section 2. (a) The Chairman of the Civil Service Commission shall make arrangements for such national voluntary health and welfare agencies and such other national voluntary agencies as may be appropriate to solicit funds from Federal employees and members of the armed forces at their places of employment or duty stations.

(b) In making the arrangements required by subsection (a) of this section, the Chairman of the Civil Service Commission is authorized to consult with appropriate interested persons and organizations, the national voluntary agencies, and the executive departments and agencies concerned. Such arrangements shall (1) permit true voluntary giving and receive to the individual the option of disclosing his gift or

keeping it confidential; (2) designate specific periods during which solicitations may be conducted; and (3) provide for not more than three solicitations annually, except in cases of emergency or disaster appeals for which specific provision may be made by the Chairman of the Civil Service Commission.

Section 3. This order shall not apply to solicitations conducted by organizations composed of civilian employees or members of the armed forces among their own members for organizational support or for benefit or welfare funds for their members. Such solicitations shall be conducted under policies and procedures approved by the head of the department or agency concerned.

Section 4. All records and property of the President's Committee on Fund-Raising Within the Federal Service are hereby transferred to the Chairman of the Civil Service Commission.

Section 5. This order shall become effective forty-five days after its date.

JOHN F. KENNEDY
THE WHITE HOUSE,
March 18, 1961.

BACKGROUND OF FUND RAISING IN THE
CENTRAL INTELLIGENCE AGENCY

CIA methods for securing contributions have adapted to inter-government policy, concurrently with maintaining and developing the most efficient and conclusive means of collection within the Agency.

In 1948 the Federal Personnel Council issued a suggested policy which might be followed by government agencies in conducting fund raising campaigns. This policy provided for two organized drives; the Community Chest and the Red Cross. For other causes, literature distribution and collection boxes were recommended when agency heads so desired. In December 1952 CIA limited fund raising campaigns to the Community Chest and the American Red Cross. Participation in other drives was confined to the distribution of office notices announcing the campaigns and dissemination of literature and posters provided by the benefiting organizations.

Campaigns were organized and run by the Personnel Relations Office; one person had responsibility for the campaign, key people were appointed by the Administrative Officer, keymen delivered donations to the Personnel Relations Office where the money was deposited and the records maintained.

In 1952 a combined Agency campaign was conducted for the following organizations:

Metropolitan Police Boys' Club, The Arthritis and Rheumatism Foundation, The National Symphony Orchestra Association, The March of Dimes, The American Cancer Society, and The 1952 Heart Fund.

On 25 July 1955 the Consolidated Charities Committee was established to formulate policies by which CIA could administer all charity fund drives under the single annual drive concept adopted at that time by the Agency. The Charities Committee was composed of designees of the Director of Central Intelligence, the Deputy Director for Intelligence, the Deputy Director for Plans, the Deputy Director for Support, and the Deputy Director for Science and Technology with the Director of Personnel or his designee acting as chairman.

The Employee Service Branch of the Benefits and Services Division was responsible for accounting for funds received and for maintaining the books and records of the Committee. At a meeting on 13 September 1955 the Consolidated Charities Committee appointed officers and designated the American Security and Trust Company as depositary for its funds. A Money and Securities Broad Form Insurance Policy provided protection against loss or disappearance of money on the premises or while being transported, up to a maximum of \$8,000, during the period of the campaign.

When the President of the United States established a uniform fund raising policy in 1956 for the Federal Government, the Agency modified its approved single drive each year; the Spring Federal Service Campaign, supporting National Health Agencies (NHA) and the Federal Service Joint Crusade (FSJC); and the Fall Federal Service Campaign, supporting the United Givers Fund (UGF) and the Public Service Aid Society (PSAS). This dual collection was effective up to 1964. In 1963 a Fund Drive Coordinator was appointed and one campaign enveloped the Spring and Fall Federal Service campaigns. The trend of consolidation was now fully achieved. Solicitations for Internal Charitable organizations, PSAS and the Educational Aid Fund (EAF), were sought concurrently with those for external organizations. The first Combined Federal Campaign was held in 1964.

Miscellaneous fund drives have been conducted periodically. They include the National Cultural Center drive in 1962, the John Fitzgerald Kennedy Library Fund in August-September 1964 and the Metropolitan Police Boys' Club Campaign.

The following list was compiled from existing records maintained in PAB.

Campaign Year	Goal in \$	% of increase over previous goal	Total \$ pledges and contributions	% of goal attained
1954			71,289	
1955			100,769	
1956			108,274	
1957	85,000		97,500	
1958	100,000		104,740	114.7
1959	100,000		98,000	104.7
1960	100,000		108,522	98.0
1961	102,500	2.4	103,590	108.5
1962	102,500		107,290	101.1
1963	106,600	4.0	109,800	104.7
1964	138,600	30.0	188,907	103.0
1965	162,000	17.0	192,066	136.3
1966	178,200	10.0	205,024	118.6
1967	195,000	9.1	212,238	115.1
1968	217,800	11.7	240,172	108.8
1969	237,300	8.2	245,032	110.3
1970	269,336	11.9	276,609	103.3
1971	281,995	4.7	283,046	102.7
1972	294,966	4.4	295,086	100.4
1973	285,144	-3.3	279,364	100.1
1974	281,864	-1.2	276,608	98.0